

## S/R FOCUS

### 0-75      **Core Brand**

- 1 - Sell in distribution (2 FP brands, limited styles)
- 2 - Display promoted product sold from vehicle
- 3 - 1 piece POS/PDI per display in store

### 76-160      **Non-Contract**

- 1 - Sell footprints (temporary or permanent)
- 2 - Sell off car to secure distribution (priority)/correct OOS's and prebook for back-up
- 3 - 1 piece POS/PDI per display in store

### 76 - Up      **Contract**

- 1 - Address contract compliance
  - Distribution Agreement
  - Plan-O-Gram
  - Advertising Requirement
- 2 - Full line selling and implementation

100% Coverage across board

100% Frequency

60 - 24  
20 - 12  
50 - 8  
40 - 4  
80 - 2

250 Calls per Rep, 10.5 calls per day

### **Sub-Jobber**

- 1 - Distribution to customer base
- 2 - Promotions
- 3 - Build rapport

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